



# Mendocino County

## Legislation Text

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File #: 16-638, Version: 1

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**To: Board of Supervisors**

**From: Planning and Building Services**

**Meeting Date:** June 21, 2016

**Department Contact:** Steve Dunncliff

**Phone:** 234-6650

**Department Contact:** Jon Moore

**Phone:** 234-6677

**Item Type:** Noticed Public Hearing

**Time Allocated for Item:** 20 Mins

**Agenda Title:**

Noticed Public Hearing - Discussion and Possible Adoption of Resolution Confirming Acceptance of the Fiscal Year 2016-17 Mendocino County Lodging Business Improvement District (BID) Annual Report Thereby Levying an Annual Assessment for the BID in Fiscal Year 2016-17

**Recommended Action/Motion:**

Adopt Resolution confirming acceptance of the Fiscal Year 2016-17 Annual Report of the Mendocino County Lodging Business Improvement District (BID) thereby levying an annual assessment for the BID in Fiscal Year 2016-17; and authorize Chair to sign same.

**Previous Board/Board Committee Actions:**

The BID was established on May 16, 2006, through Ordinance 4170, which added Chapter 5.140 to the Mendocino County Code (MCC). The Board adopted Ordinance No. 4336 on May 19, 2015, amending Chapter 5.140 of the MCC. On May 17, 2016, the Board adopted Resolution 16-1601, approving the Annual Report, as submitted by the BID Advisory Board, and declaring the County's intention to again levy an annual assessment in the District.

**Summary of Request:**

To complete the BID renewal process for Fiscal Year 2016-2017, staff recommends the Board adopt a Resolution confirming acceptance of the BID Annual Report. Confirming acceptance of the BID Annual Report will levy a 1% gross rent assessment from lodging businesses within the District (within the boundaries of the unincorporated portion of the County of Mendocino and the incorporated area of the City of Fort Bragg, the City of Ukiah, and the City of Willits) to be utilized in accordance with the Annual Report. As stipulated in Section 36534 & 36535 of the California Streets and Highways Code, this confirmation is to occur after a public hearing in which protests can be heard. MCC 5.140.250 requires that "the County and the Mendocino County Tourism Commission (MCTC) shall enter into a contract prior to the expenditure of such (BID) funds... this contract shall provide for a fifty percent (50%) County match of the assessment collected and expended pursuant to this Chapter for the purpose of countywide promotion." It is expected that this contract will come before the Board in June, 2016; estimated cost of the required County match is \$450,000. A copy of the accepted Annual Report (and budget) is on file at the Executive Office.

**Alternative Action/Motion:**

Continue the program and assessments, unchanged, from the current fiscal year, or modify the report and hold another public hearing to confirm adoption of the modified report.

**Supplemental Information Available Online at:** <http://www.visitmendocino.com>

**Fiscal Impact:**

**Source of Funding:** BU 1810- County matching funds

**Budgeted in Current F/Y:** Yes

**Current F/Y Cost:** \$450,000 FY 16-17 promotion contract

**Annual Recurring Cost:** Estimated at \$450,000

**Supervisory District:** All

**Vote Requirement:** Majority

**Agreement/Resolution/Ordinance Approved by County Counsel:** Yes

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**CEO Liaison:** Christopher Shaver, Deputy CEO

**CEO Review:** Yes

**Comments:**